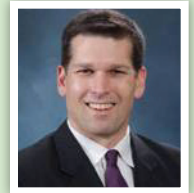




In 2009, global medical technology company Smith & Nephew announced that it would invest \$5 million in a new partnership with the University of South Carolina (USC). The investment funds the Center of Economic Excellence in Rehabilitation and Reconstruction Sciences. The center brings together USC researchers, the Orthopedic Research Foundation of the Carolinas (ORFC), and the Biologics & Spine division of Smith & Nephew to research and develop cutting-edge orthopedic therapies and technologies.



Ken Reali

Why would one of the leading global orthopedics companies invest in South Carolina research? According to company leaders, investing in the SmartState Program gives Smith & Nephew a unique opportunity to investigate new technologies and therapies that can improve people's lives.

Below, Ken Reali, senior vice president and general manager of Smith & Nephew Biologics & Spine, shares more about his company's interest in the SmartState Program.

### Why did Smith & Nephew invest in the SmartState™ Program?

**Reali:** No other state had a program that could match the benefits available through the SmartState Program.

What we found in South Carolina provided a unique opportunity for collaboration among our company, a renowned university dedicated to research, and the ORFC, with a network of associated orthopedic clinics. This collaboration draws on the expertise of world-class academic, clinical, and commercial partners to research and develop new technologies that will help future generations of patients.

Advanced, biologic therapies are a new field for Smith & Nephew and one that requires strong partnerships to maximize the opportunities for success. We believe the SmartState collaboration will help us meet our goals. The fact that South Carolina matched our investment dollar-for-dollar was also a powerful incentive.

### How do you believe your company will benefit from this investment?

**Reali:** We are confident that our company will benefit in multiple ways. We believe that innovative new therapies can be initiated by public health and biomedical engineering research partners at USC, developed and advanced with the support of Smith & Nephew, and then studied carefully by the ORFC and its associated clinics. With the help of our partners, we will be able to evaluate the performance of new products and treatment approaches and to assess the potential they hold for helping patients to regain their lives.

The SmartState Program also provides a cost-effective way to expand the breadth and depth of our research. We want to develop the right technologies in a way that adds value and is beneficial to patients and clinicians.

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## Investor Spotlight: **Smith & Nephew**

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### **What do you see as the potential long-term advantages of investing in the SmartState Program?**

**Real:** We anticipate benefits in working with world-class academic and clinical leaders through this program. Long-term, we hope to see innovative and cost-effective technologies developed for commercialization.

Our aim is to accomplish translational research, taking products from bench to bedside. In the Center of Economic Excellence in

Rehabilitation and Reconstruction Sciences, we will be able to consult a broad range of clinicians as well as patients to better understand their needs and problems and to determine the right technology to help them meet those needs.

The overarching theme of our involvement is helping people to improve their lives. We believe the work done in the new center will add value for our business, our customers, and their patients.

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## **About the SmartState Program**

The SmartState Program (formerly known as the Centers of Economic Excellence or CoEE Program) was created by the South Carolina legislature in 2002 and is funded through South Carolina Education Lottery proceeds. The legislation authorizes the state's three public research institutions, Medical University of South Carolina, Clemson University and the University of South Carolina, to use state funds to create Centers of Economic Excellence in research areas that will

advance South Carolina's economy. Each Center is awarded from \$2 million to \$5 million in State Lottery funds, which must be matched on a dollar-for-dollar basis with non-state investment. To date, the SmartState Program has resulted in more than \$400 million dollars in non-state investment in the South Carolina economy—more than a two-to-one return on the state's investment. The SmartState Program is also responsible for the creation of more than 5,000 jobs.

For details on how your company can benefit by investing in the SmartState Program, please use the following contact information:

Clemson University

**Dr. Gerald Sonnenfeld**

Clemson University Vice President for Research

[www.clemson.edu/research/](http://www.clemson.edu/research/)

University of South Carolina

**Dr. Christine Curtis**

University of South Carolina Senior Vice Provost

for Faculty Development

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The Medical University of South Carolina

**Dr. Stephen Lanier**

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<http://research.musc.edu/>

**[www.SmartState.org](http://www.SmartState.org)**